30. A method of processing products in a point-of-sale system, the system comprising one or more customer price information stations, one or more customer check-out sites, and a host computer coupled to the one or more customer price information stations, the method comprising the steps of:

a)   storing information relating to the products in a database of the host computer;

b)   presenting a selected product to a said customer price information station, the product bearing no human-readable price information;

c)   identifying the selected product by electro-optically reading indicia associated with the selected product, the indicia having parts of different light reflectivity;

d)   interrogating the host computer on a real-time basis for price information on the identified product;

e)   printing an adhesive paper label containing human-readable price information relating to the product obtained from the host computer;

f)   adhering the paper label to the product at the said customer price information station; and

g)   presenting the product with the adhered label at a said customer check-out site to complete purchase of the product.